In The Claims:

1.   (currently amended) A method for selectively displaying multimedia presentations, said method comprising the steps of:

storing a plurality of multimedia presentations and a plurality of scheduling files at a ~~display system~~ distribution device;

initiating an automatic request for retrieval, at ~~the~~ a display system, of ~~a~~ at least one of said plurality of multimedia presentations and at least one of said plurality of scheduling ~~file~~ files, wherein said at least one multimedia presentation contains multimedia content and wherein said at least one scheduling file provides scheduling information which ~~that~~ defines a predetermined schedule by which ~~said~~ the at least one multimedia presentations ~~are~~ is to be displayed at said display system~~, wherein said scheduling file includes a creation date used to automatically determine if a change has been made to the multimedia presentations~~;

determining ~~said~~ a schedule from said at least one scheduling file;
and

displaying said presentations at said display system according to said at least one schedule responsive~~ly~~ to said determining step.

2.   (currently amended) The method as recited in claim 1, wherein said ~~providing~~ storing step includes storing said plurality of scheduling file_s_ at ~~a computing~~ said distribution device, wherein said distribution device is remote from said display system, and wherein the ~~said~~ method further comprises the step of periodically downloading ~~an~~ a plurality of updated ~~said~~ scheduling file_s_ from said remote ~~computing~~ distribution device to said display system.

3.   (currently amended) The method as recited in claim 1, further comprising the step of periodically downloading an ~~one or more~~ updated ~~said~~ at least one multimedia presentations from ~~a computing~~ said distribution device ~~remote from said display system~~ and storing said updated multimedia presentations at said display system, and where said displaying step ~~including~~ includes displaying said updated multimedia presentation.

4.   (currently amended) The method as recited in claim 1, further comprising the steps of

connecting to ~~a computing~~ said distribution device ~~remote~~ from said display system,

scanning for an updated ~~said~~ scheduling file corresponding to said display system, and

in response to said scanning step, downloading said updated scheduling file corresponding to said display system,

wherein said determining step includes determining said schedule from said updated scheduling file.

5.   (currently amended) The method as recited in claim 1, further comprising the steps of connecting to ~~a computing~~ said distribution device remotely from said display system,

scanning for an updated plurality of multimedia presentations corresponding to said display system, and

in response to said scanning step, downloading said updated plurality of multimedia presentations corresponding to said display system,

wherein said displaying step includes displaying at least one of said updated plurality of multimedia presentations.

6.   (currently amended) The method as recited in claim 2, further comprising the step of uploading status information regarding said display system to said remote ~~computing~~ distribution device.

7.   (currently amended) The method as recited in claim 1, further comprising the step of automatically modifying said at least one scheduling file responsively to data related to said display system.

8.   (original) The method as recited in claim 7, wherein said data is selected from the group consisting of point of sale data, time data, positioning data, and weather data.

9.   (currently amended) A method for distributing multimedia presentations <u>and</u> <u>scheduling files</u> via a network, said method comprising the steps of:

storing a plurality of unassigned multimedia presentations <u>and a plurality of unassigned</u> <u>scheduling files</u> on a distribution ~~computing~~ device ~~over a network~~;

in response to an automatic request initiated by a display administrator for a remote connection to said distribution ~~computing~~ device, reading an identification of said display administrator; and

in response to said reading step, providing said display administrator remote access to a set of said unassigned presentations <u>and a set of said unassigned scheduling files</u> corresponding to said identification;

in response to data received remotely from said display administrator, assigning a plurality of said unassigned presentations within said set <u>of presentations and a plurality of said</u> <u>unassigned scheduling files within said set of scheduling files</u> to display systems corresponding to said identification; and

transferring said assigned presentations <u>and assigned scheduling files</u> to said corresponding display systems over a network.

10.   (canceled) ~~The method as recited in claim 9, further comprising the step of~~ ~~scheduling, responsively to data received by said display administrator, timing of display of said~~ ~~unassigned presentations assigned in said assigning step.~~

11.   (original) The method as recited in claim 9, wherein said connection communicates using HTTP.

12.   (original) The method as recited in claim 9, wherein said display administrator includes a web browser.

13.   (currently amended) A method for distributing multimedia presentations via a network, said method comprising the steps of:

storing a plurality of multimedia presentations <u>and a plurality of scheduling files</u> on a distribution computing device;

in response to a remote request automatically initiated by a display system for a connection to said distribution computing device over a network, reading an identification of said display system;

in response to said reading step, automatically downloading one or more of said multimedia presentations <u>and one or more of said scheduling files</u> from said distribution computing device over said network to said display system; and

displaying said one or more downloaded multimedia presentations at said display system.

14.   (currently amended) A system for distributing presentations over a network, said system comprising:

a display;

a display system having an identification associated with said display system, said display system being configured to play a presentation on said display; and

a distribution server in communication with said display system over a network and housing multiple presentations <u>and multiple scheduling files</u>, a set of said multiple ~~of~~ presentations <u>and a set of said multiple scheduling files both</u> corresponding to said identification of said display system, wherein said display system is configured to periodically download in response to a remote, automatic request by said display system for an update to said ~~set~~ <u>sets</u>, over said network said ~~set~~ <u>sets</u> corresponding to said identification.

15.   (original) The system as recited in claim 14, further comprising a display administrator in communication with said distribution server over said network, said display administrator configured to modify said set corresponding to said identification.

16.   (original) The system as recited in claim 15, wherein said display system is configured to download said set only when said display administrator has modified said set.

17.   (original) The system as recited in claim 14, wherein said distribution server houses a plurality of scheduling files, wherein a scheduling file of said plurality of scheduling files corresponds to said identification of said display system, and wherein said display system is configured to play said presentations based upon data in said scheduling file.

18.   (currently amended) A system for distributing presentations and scheduling files over a network, said system comprising:

a plurality of displays;

a plurality of display systems, each said display system having an identification, and each said display system being configured to play a presentation on a respective said display; and

a distribution server in communication with said plurality of display systems over a network and housing multiple presentations and scheduling files,

wherein each said scheduling file corresponds to a respective said identification and identifies a set of one or more of said presentations and wherein each said display system is configured to automatically remotely request a download over said network said scheduling file corresponding to said display system's identification, to download over said network said set of presentations, and to play said set of presentations at said display responsively to said scheduling file.

19.   (original) The system as in claim 18, wherein each said set of presentations corresponds to said identification to which the said scheduling file defining said set corresponds, and wherein each said display system downloads its corresponding said set based on said identification.

20.   (original) The system as in claim 18, including a display administrator in communication with said distribution server, said display administrator being configured to modify said sets corresponding to one or more said display systems.

21.   (original) The system as in claim 20, wherein said display administrator is in communication with said distribution server over said network.

22.   (new) The method as in claim 1, wherein the determining step further comprises the step of modifying said at least one scheduling file to modify what is displayed in the displaying step.